

CHAPTER I

INTRODUCTION

This chapter discusses six major focuses. Those are background of the study, problem statement, limitation of the study, objectives of the study, significance of the study and research paper organization.

A. Background of the Study

Literary work is a reflection of real life that can be enjoyed, and understood by society. Literary works are created by the author's way of thinking that is very sensitive to events or problems in an interesting world so that it influences the author to produce ideas or imagination as outlined in writing.

Novel is one form of literature that can convey complex life problems of society. An author who is able to compose a good work of fiction usually comes from what he observed so that it can bring up new ideas or ideas in writing. Like E.L. James, the author born in March 7, 1963, is a British-born author who decided to write an erotic novel titled *Fifty Shades of Grey*. In the process of writing the novel *Fifty Shades of Grey* E.L. James claimed his idea was inspired by Twilight fiction published online.

Fifty Shades of Grey has become one of the most controversial novels by E.L. James, which has attracted world attention because this novel shows many deviant sexual scenes and seems very erotic. This movie was raised on February 9, 2015 and directed by SamTaylor-Johnson. The film *Fifty Shades of Grey* tells the story of a girl named Anastasia Steele who falls in love with a wealthy young entrepreneur named Christian Grey. During their first meeting, Ana was replacing Katherine Kavanagh (her friend) who worked as a journalist for her campus journal, Katherine, who was ill at that time, asked Ana to replace her in interviewing Grey, that's when Ana who never fell in love was fascinated by Grey is very mysterious.

Since that first meeting Ana and Grey became close. Grey starts taking Ana for coffee together, doing a photo shoot for the campus magazine Grey asks Ana to accompany her. Until finally Grey and Ana kissed in the elevator, since then Ana felt more comfortable and fell in love with Grey. Ana who was captivated by the charm of Christian Grey, it was increasingly difficult to hold back her passionate love, until finally Ana decided to give her virginity to Christian Grey.

The closer Ana is to Grey, so she also realizes that Grey is not a man she hopes to be able to provide the romantic relationship she hopes, but with these differences Ana is brave enough to make the decision to stay with Grey. Grey started to show the dark side, starting from giving an agreement to showing his "Red Room Paint" to Ana, but Ana still chose to have sexual relations as Grey wanted, even Ana seemed able to compensate for Christian Grey's sexual weirdness.

There are several reasons why the author chooses to analyze *Fifty Shades of Grey* movie. First, *Fifty Shades of Grey* movie is an interesting film because it has become the world spotlight. Second, the conflict of this story illustrates an unusual sexual disorder that occurs in a relationship. The author argues that the existence of stories raised in the story of this film does not rule out the possibility that at present there is a considerable amount of deviant sexual behavior as depicted in the story and this is an interesting thing to know by the public. Third, *Fifty Shades of Grey* is a controversial film so the writer wants to know how the audience responds to this film.

B. Problem Statement

Considering the background of the study above, the researcher conduct research questions as follows:

1. How are the responses of the audiences towards *Fifty Shades of Grey* movie?
2. How is the response of the reviewer based on different gender background?
3. How is the response of the reviewer based on different marital status background?

C. Objectives of the Study

Based on the problem statement which is formulated above, this study is designed to knowing:

1. To describe the response of the audiences towards *Fifty Shades of Grey* movie.
2. To analyze the relation between response of the audiences and their gender background.
3. To explain the relation between response of the audiences and their gender background.

D. Limitation of the Study

To acquire the focus of the research, the researcher limits the scope of this study. The study observes the reader response of sexual relationship towards *Fifty Shades of Grey* movie.

In order to observe the response of the readers the researcher used twenty respondents which is divided into ten women and ten men, then it is also divided into five married and five unmarried and will be analyzed using reader response theory.

E. Benefit of the Study

The benefit of the study is divided in to two; those are theoretical benefit and practical benefit which presented as follows:

1. Theoretical Benefit

The result of this study can hopefully give new information and contribution to the academic reference. This study is also expected to be a reference for the other researchers which particularly studies on the same objects.

2. Practical Benefit

There are two practical benefits which are offered in this research, as follows:

a) To the reader

The result of the study is expected to help the other researcher to get deeper understanding which is dealing with reader response theory and analysis in *Fifty Shades of Grey* movie.

b) To the future research

The researcher hopes to the other researcher that they can use this research as their reference and the researcher also hopes that this research can be able to increase knowledge.

F. Paper Organization

These research paper organizations of this paper are;

Chapter I is introduction, which consists of background of study, problem statement, limitation of the study, objectives of the study, benefit of the study, and paper organization. Chapter II is Literary Review consist of Notion of Reader Response and Previous Study. Chapter III is research method which deals with types of study, types of data and data source, data collection method, data analyzing technique. Chapter IV is describes the problem statement analysis and discusses the analysis. Chapter V is presents conclusion and suggestion.